

# Wil Helser

Web Designer/Developer

<http://www.helserdesigns.com>

## Estimate Request Form

Thank you for your interest. In order for me to provide an estimate, I need to know the details of the web site you have in mind. This form will guide you in providing the information I need and will serve as a Request for Proposal on which I will base our estimate.

Please fill out this form and fax it back to me at (270)447-9785. If you would like this form in Microsoft Word format, you can download it at <http://www.helserdesigns.com/erf-word.doc>. If you type your answers in the Word doc, you can save it and email it back to me a [wil@helserdesigns.com](mailto:wil@helserdesigns.com). I'll go over your information and provide you with a proposal and estimate.

I realize that this will require some time and effort, but it's crucial to the estimating process. Thank you!

Wil Helser  
214.578.4358

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### Contact Information

Your name and title:

Your email address:

Best phone numbers for reaching you:

### Company Information

Company name:

Please describe your company or organization in a few sentences:

Other than you, who else will be involved in guiding this project to completion?

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## **Existing Web Site**

If you have an existing web site, what is the URL?

In what ways is this site falling short? What would you like to change, add or subtract?

## **Purpose and Goals for Web Site**

What are the purposes of this web site? Who is your target audience, and what will they be able to learn or do there? What business problems do you need your site to solve?

When your new site goes live, how will you know that it is a success?

Who are your competitors? Do they have websites, if they do what are their web addresses?

What emotions should the site convey? What perception of your organization/brand should users get from using the site?

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## **Domain Names and Hosting**

Do you have a domain name or names registered? What are they?

Do you already have hosting set up? If so, with which company?

## **Text and Graphic Content**

Please make a list of planned site pages and/or groups of pages.

Do you have a company logo you're satisfied with and want to use?

Please describe any other graphic images (photos, illustrations, etc) you already possess which would be included on the web site? What is the approximate total number of graphics?

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## **Design Style and Branding**

Is there a specific design style you wish to incorporate into the web site? If so, please describe it as well as you can.

## **Interactivity, E-commerce**

Will the site need a form allowing site visitors to contact you for information?

Will the site be selling anything? If so, please describe the type and number of products, and tell me as much as you can about how you'd like your shopping cart and checkout process to function.

Please tell me about any other interactive features you would like to incorporate.

## **Animation/Audio/Video**

Do you plan to include animation, audio or video on your site? If so, please describe it.

## **Future Maintenance Options**

Do you use a content management system now? If you do, what is it called, will you need to use it for this project? Do you like it? Are you interested in having a content management system set up?

Are you going to manage your site yourself, or are you going to need someone to manage/update the site for you?

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## **Time Frame and Budget**

What is your time frame for producing and launching the site?

What is your proposed budget for your site?

## **Search Engine Placement**

Are good rankings on search engines important for this web site? If so, please list the most important key words or key phrases which would be used to find you.

## **Other Considerations**

Please tell me anything else we need to know about the planned web site.